UNCHARTED

Understanding, Capturing and Fostering the Societal
Value of Culture

Disentangling valuation practices in cultural production and heritage management:
a multi-level proposal

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Starting point 1/2: Case-studies in cultural production and heritage management
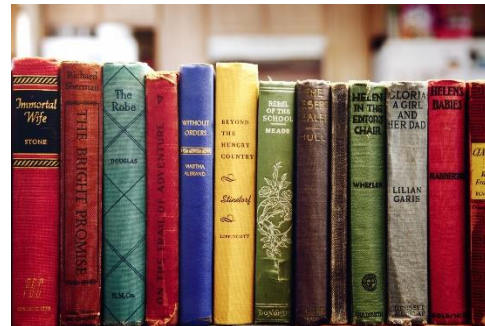
FBF

MUDEC

BCA

Architects

Publishers

Roma exhibition

Starting point 2/2: Values in cultural production and heritage management

FBF
Quality entarteinment, Partecipation, Economic impact, Civic society

MUDEC
Historical significance, Cultural diversity, Hedonism, Financial sustainability, Urban regeneration, Participation, Self-representation

BCA
Authenticiy, Well-being, Beuty, Democracy, National identity, Partecipation

Architects
Comfort
Cost control
Environment

Publishers
Excellence, newness, Commercial success, Cultural significance

Roma exhibition
Historical relevance, Partecipation, Roma self-representation

Approach

- «Traceable» abstaction: first order concepts, second order themes, aggregate dimensions
- Multiple values and multiple actors
- Time

Disentagling valuation practices: a proposal

FBF – Festival as
1. **Performances**: Quality entarteinment
2. **Set of activities**: Partecipation
3. **Part of the city**: Economic impact, Civic society

MUDEC – Museum as
1. **Collections**: historical significance, hedonism,
2. **Organization**: Partecipation, Financial sustainability
3. **Part of the city**: Cultural diversity, Urban regeneration

BCA – Project as
1. **Area**: Authenticity, beauty, well-being
2. **Consultation**: Autoritarianism, Partecipation
3. **Idea of the Country**: National identity, Democracy

Architects – Building as
1. **Place to live**: Comfort
2. **Project**: Cost control
3. **Part on the world**: Environment

Publish.– Book as
1. **Reading experience**: newness, excellence
2. **Part of an editorial plan**: commercial success
3. **Part of the cultural field**: cultural sustainability

Roma – Exhibition as
1. **Painting:** historical relevance
2. **Initiative**: inclusiveness
3. **Roma culture**: self-representation

Levels of valuation: «Product»

FBF – Festival as
1. **Performances:** Quality entarteinment,
2. **Set of activities:** Partecipation,
3. **Part of the city:** Economic impact, Civic society

MUDEC – Museum as
1. **Collections:** historical significance, hedonism,
2. **Organization:** Partecipation, Financial sustainability
3. **Part of the city:** Cultural diversity, Urban regeneration

1. «PRODUCT»

BCA – Project as
1. **Area:** Authenticity, beauty, well-being
2. **Consultation:** Autoritarianism, Partecipation
3. **Idea of the Country:** National identity, Democracy

Architects – Building as
1. **Place to live:** Comfort
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Roma – Exhibition as
1. **Painting:** historical relevance
2. **Initiative:** inclusiveness
3. **Roma culture:** self-representation

Levels of valuation: Organization

FBF – Festival as
1. **Performances**: Quality entarteinment,
2. **Set of activities**: Partecipation,
3. **Part of the city**: Economic impact, Civic society

MUDEC – Museum as
1. **Collections**: historical significance, hedonism,
2. **Organization**: Partecipation, Financial sustainability
3. **Impact on the city**: Cultural diversity, Urban regeneration

2. ORGANIZATION

BCA – Project as
1. **Area**: Authenticity, Beauty, Well-being
2. **Consultation**: Autoritarianism, Partecipation
3. **Idea of the Country**: National identity, Democracy

Architects – Building as
1. **Place to live**: Comfort
2. **Project**: Cost control
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Roma – Exhibition as
1. **Painting:** historical relevance
2. **Initiative**: inclusiveness
3. **Roma culture**: self-representation

Levels of valuation: Society

FBF – Festival as
1. **Performances**: Quality entarteinment,
2. **Set of activities**: Partecipation,
3. **Part of the city**: Economic impact, Civic society

MUDEC – Museum as
1. **Collections**: historical significance, hedonism,
2. **Organization**: Partecipation, Financial sustainability
3. **Part of the city**: Cultural diversity, Urban regeneration

3. SOCIETY

BCA – Project as
1. **Area**: Authenticity, Beauty, Well-being
2. **Consultation**: Autoritarianism, Partecipation
3. **Idea of the Country**: National identity, Democracy

Architects – Building as
1. **Place to live**: Comfort
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Roma – Exhibition as
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Levels of valuation and actors

Distance from creation or experience

3. SOCIETY

2. ORGANIZATION

1. «PRODUCT»

Author, Curators; Artists, Audience; Users; Editor

Stakeholders, Organizers, Architects, Marketing dept., Insitutional actors

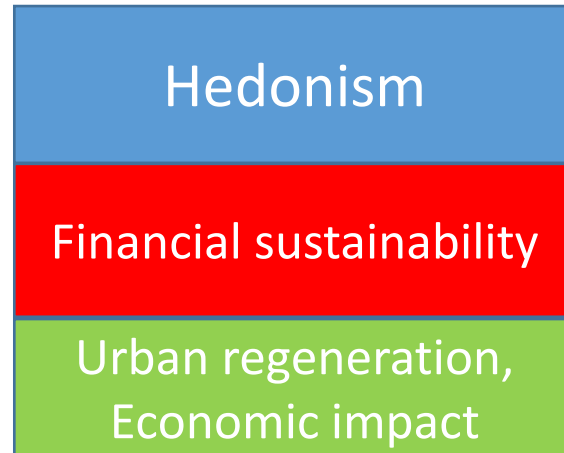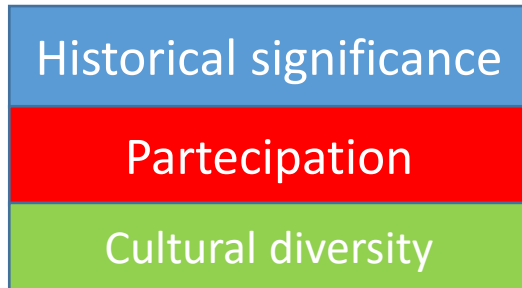NGOs, municipality, consultants, editor

Exploring value tensions: a tentative typology

1. Conflicts within levels
2. Conflicts between levels

1. Conflicts within levels
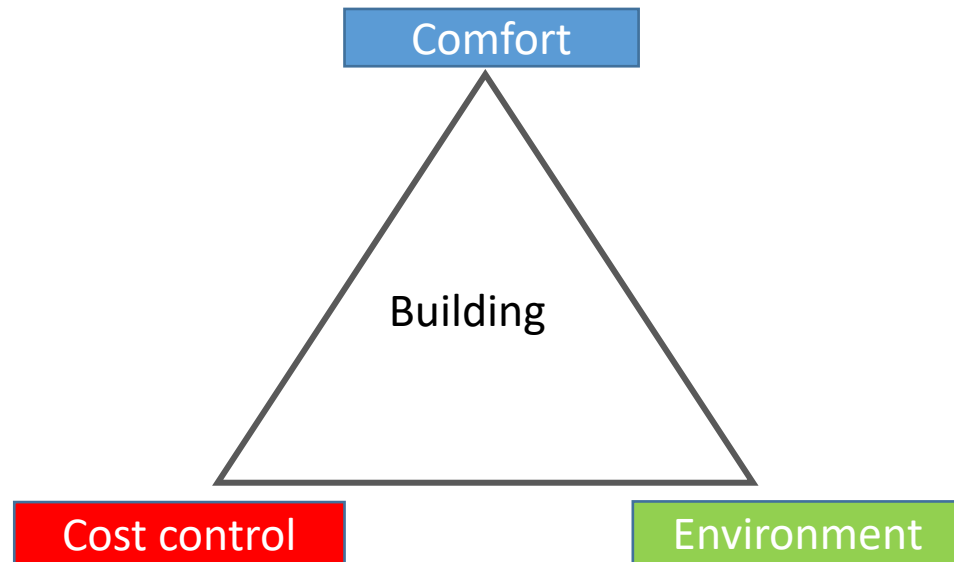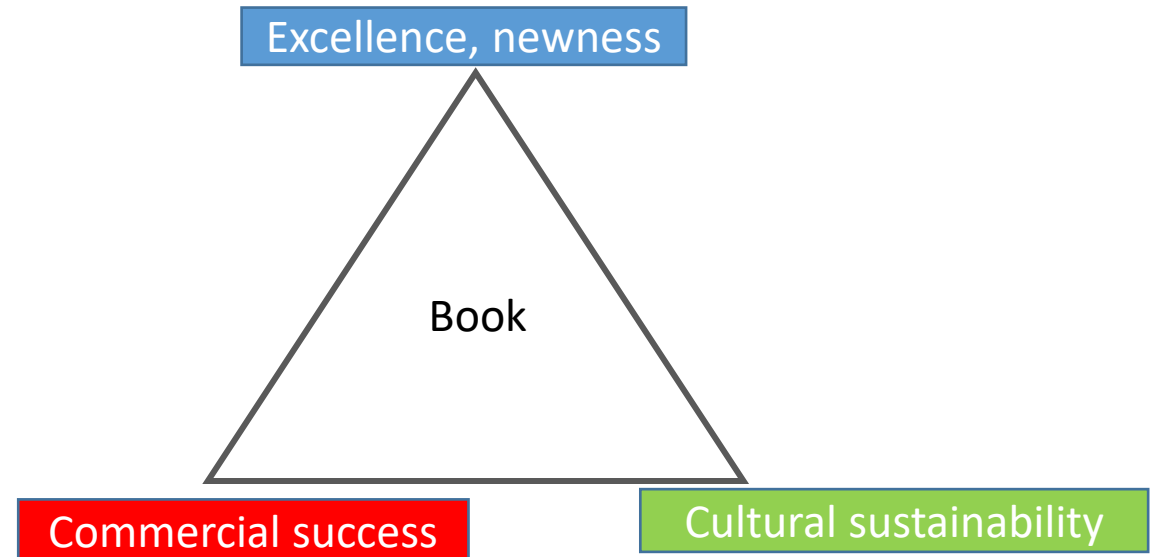
Exemplary cases

MUDEC

| Historical significance |
| Partecipation |
| Cultural diversity |

| Hedonism |
| Financial sustainability |
| Urban regeneration, Economic impact |

BCA

| «Autenticity» |
| Partecipation |
| Democracy |

| «Autenticity» |
| Autoritarianism |
| National identity |

2. Conficts between levels

ARCHITECTS

PUBLISHERS

Comfort

Building

Cost control

Environment

Project-level trade off

Excellence, newness

Book

Commercial success

Cultural sustainability

Portafolio trade off
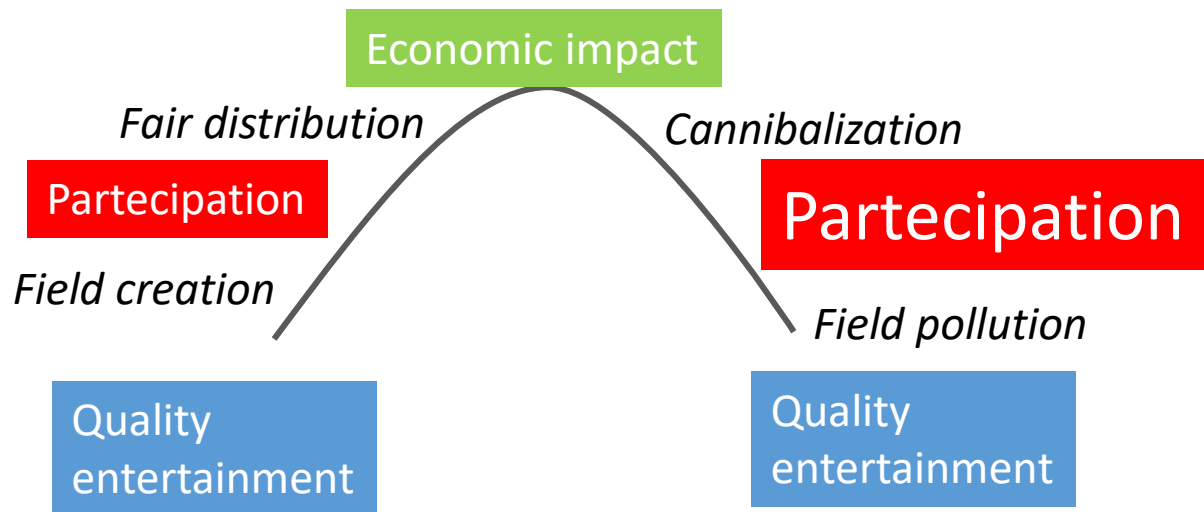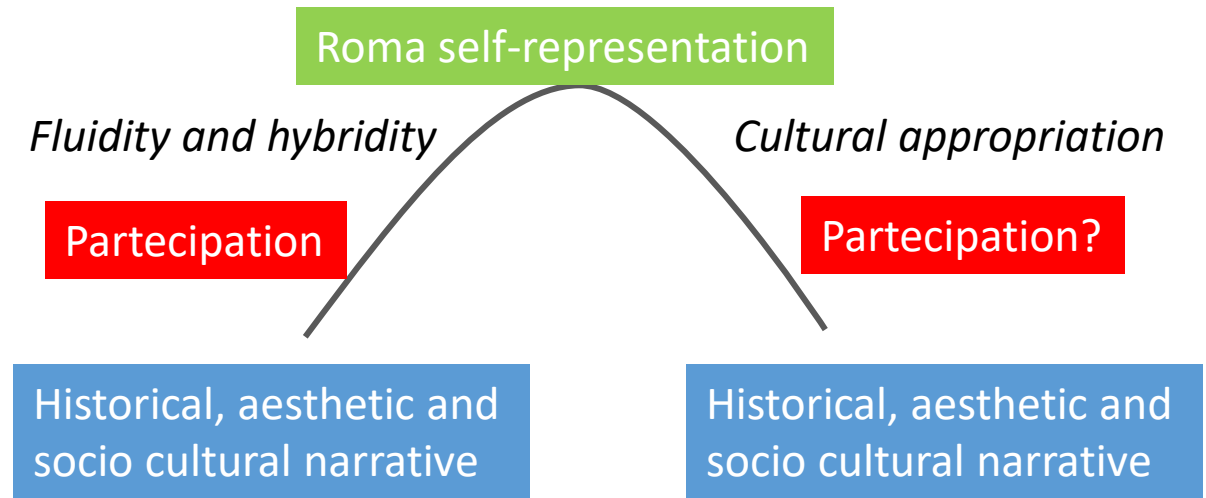
Sum up – Framework to explore values

- Unpacking valuation:
  - «Product», Organization, Society

- Understanding tensions and solutions :
  - Within levels: modify power balance
  - Between levels: trade-off

- The relevance of dynamics:
  - Values are added over time
  - Their meaning can change
  - Actors can be associated to different values over time